

Life Insurance Company Has Fine N. S. Loan Agency

Within the past two years the Alliance Life Insurance company of Peoria has developed a loan agency connection of outstanding merit and efficiency. The Chicago area and North Shore district especially comprises the field in which this aggressive loan organization operates under the direction of George T. Coonley.

In commenting upon the loan situation, Mr. Coonley says:

"I became affiliated with the Alliance Life several years ago for the reasons that this company is a conservative, yet progressive organization, which has adopted the general plan of loaning its money in Illinois and states close to its home office, and where prompt and efficient service could be rendered. My many clients have found this service exceedingly satisfactory, and I am looking forward to a substantial increase in North Shore loans over the 1939 total of \$400,000. These loans were placed principally upon choice residences, outstanding business properties, farms and small estates. The officials of the Alliance Life Insurance company are well acquainted with values in the North Shore district and look with particular favor upon loans in this area. It is for this reason that I have been able to compete most favorably for high class loans."

Here's Something For Camera Fans!

Unlimited possibilities suggest themselves when homes and gardens are considered for the camera, and in view of the tremendous popularity of photography as a hobby, the management of the National House and Garden exposition has announced a photography contest open to all amateurs.

This contest will feature subject matter covering a wide range of home interest, such as architectural exteriors, including homes of every type of construction, brick, frame or stone houses either complete or details, also interiors and gardens.

These offer endless opportunity for the camera enthusiast to explore this fertile field for imaginative and creative effort. The contest closes on April 15 and a special exhibition of contest entries will be staged in connection with the National House and Garden Exposition, Chicago's annual home show, to be held at the Chicago Coliseum, May 4 to 12, inclusive.

According to John A. Servas, managing director of the Exposition about fifty cash prizes and other special awards will be offered to contestants. Cooperating with the exposition in the plans for the contest are various amateur photography organizations and clubs.

Among other important features of the exposition will be a comprehensive display and demonstration of various home crafts. This will include a wide range of workmanship in metal, wood, leather, etc. In addition to the many home building educational exhibits there will be a special coal, stoker and coal heating exhibition. A clinic with outstanding speakers on home building problems will be held daily.

Refinanced Mortgage Insurance Bids Lead, FHA Leader Reports

Applications for insurance of refinanced mortgages on existing homes continue to lead in the number of cases received from the area served by the Illinois office of the Federal Housing Administration, John R. O'Connor, Illinois FHA State Director, reports.

While applications for FHA mortgage insurance on new homes has steadily risen in recent years, the number of cases for insurance on existing homes received during the entire year 1939 and the first two weeks of this year were more than half of the total, Mr. O'Connor said.

This ratio may be altered considerably in the spring building season with the substantial rise in new low cost homes building, expected to result from the newly liberalized \$2,500 Class 3 Title I FHA insured loans.

Already, the first two weeks of this year have shown a rise in both the number and dollar volume of applications for home mortgage insurance received by the Illinois office, 429 applications amounting to

\$2,322,500 having been received in the first two periods of this year as compared with a total of 320 applications amounting to \$1,721,900 in the comparable period of 1939.

Of the total of 12,988 applications for FHA mortgage insurance on small homes amounting to \$68,568,300 received by the Illinois office during the entire year 1939, 6,684 amounting to \$32,067,400 were for refinancing of mortgages on existing homes, and 6,314 in the amount of \$36,500,900 were for mortgage insurance on new homes.

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